

This listing of claims will replace all prior versions, and listings, of claims in the application.

**Listing of Claims:**

1. (Canceled)
2. (Currently Amended) A personal information utilization system comprising:
  - a personal information storage means;
  - a communication means to an external device; and
  - an information processing means for controlling operation of each means thereof,said personal information storage means storing personal information on an information disclosing person and storing first commodity provision information on a first commodity service provided for said information disclosing person, and said processing means being constituted by the following steps:
  - a) receiving second commodity provision information associated with a second commodity different than the first commodity, from an information search side terminal via said communication means,
  - b) checking said received second commodity provision information with the first commodity provision information,
  - c) identifying, as a results of said checking, an information disclosing person that is associated with said first commodity provision information, said identifying by using ~~the second commodity provision information on a specific~~ the second commodity as a key such that the ~~received second commodity provision information~~ partially or completely coincides with the first commodity ~~provision information~~,
  - d) reading out one or more personal information on said identified information disclosing person or persons from said personal information storage means,
  - e) transmitting said read out personal information on the information disclosing person or persons to said information search side terminal.
- 3 – 6. (Canceled)

7. (Currently Amended) A personal information utilization program which is used for a personal information utilization system comprising:
- a personal information storage means;
  - a communication means to an external device; and
  - an information processing means for controlling operation of each means thereof, said personal information storage means storing personal information on an information disclosing person and first commodity provision information on a first commodity service provided for said information disclosing person,
- wherein said processing means is configured to ~~allowed~~:
- a) to receive second commodity provision information associated with a second commodity different than the first commodity, from an information search side terminal via said communication means,
  - b) to check said received second commodity provision information with the first commodity provision information stored in said personal information storage means,
  - c) to identify, as a results of the checking, an information disclosing person that is associated with said first commodity provision information, said identifying by using ~~the second commodity provision information on a specific~~ the second commodity as a key such that the ~~received second commodity provision information~~ partially ~~or completely~~ coincides with the first commodity ~~provision information~~,
  - d) to read out one or more personal information on said identified information disclosing person or persons from said personal information storage means,
  - e) to transmit said read out personal information on the information disclosing person or persons to said information search side terminal.

8– 10. (Canceled)

11. (Previously Presented) The personal information utilization system according to claim 2, wherein the first commodity provision information registered in said personal information storage means is such information that said processing means associates personal information of said information disclosing person and first commodity provision information and receives said associated information from an information register side terminal via said

communication means; checks said received personal information with personal information stored in said personal information storage means; identifies the information disclosing person of said received personal information, as a result of said checking, if said received personal information coincides with the personal information stored in said personal information storage means; and registers said first commodity purchasing information received for each identified information disclosing person in said personal information storage means.

12. (Currently Amended) The personal information utilization system according to claim 2, wherein said second commodity provision information is received from an information searching person, said information searching person includes at least a manufacture, a sales vendor, a service trader, a self-governing body or an education foundation.

13. (Currently Amended) The personal information utilization system according to claim 2, wherein the personal information on the information disclosing person registered in said personal information storage means is such information that the processing means is configured ~~allowed~~ to receive information on disclosure limits representing disclosure limits for the personal information on the information disclosing person, from the information disclosure side terminal via the communication means and that the personal information storage means is configured ~~allowed~~ to manage in accordance with the received information on disclosure limits.

14. (Currently Amended) The personal information utilization program according to claim 7, wherein the first commodity provision information registered in said personal information storage means is such information that said processing means is configured ~~allowed~~ to associate personal information of said information disclosing person and first commodity provision information; and to receive said associated information from the information register side terminal via said communication means; to check said received personal information with personal information stored in said personal information storage means; to identify an information disclosing person of said received personal information as a result of said checking, if said received personal information coincides with the personal

information stored in said personal information storage means; and to register said first commodity purchasing information received for each identified information disclosing person in said personal information storage means.

15. (Currently Amended) The personal information utilization program according to claim 7, wherein said second commodity provision information is received from an information searching person, said information searching person includes at least a manufacturer, a sales vendor, a service trader, a self-governing body or an education foundation.

16. (Currently Amended) The personal information utilization program according to claim 7, wherein the personal information on the information disclosing person registered in said personal information storage means is such information that the processing means is configured ~~allowed~~ to receive information on disclosure limits representing disclosure limits for the personal information on the information disclosing person, from the information disclosure side terminal via the communication means and that the personal information storage means is configured ~~allowed~~ to manage in accordance with the received information on disclosure limits.

17. (Previously Presented) The personal information utilization system of claim 2, wherein the first commodity provision information is automatically registered via an information register side terminal.

18. (Previously Presented) The personal information utilization system of claim 2, wherein the first commodity provision information comprises a name of an item, a name of a vendor, and a date when the vendor provided the item.

19. (Previously Presented) The personal information utilization system of claim 2, wherein said identifying comprises determining an identity, previously unknown to be associated with the second commodity information, of the information disclosing person based on the

coincidence of the first commodity provision information with the second commodity provision information.

20. (Previously Presented) The personal information utilization system of claim 2, wherein the first commodity provision information comprises a name of the specific commodity.

21. (New) The personal information utilization system of claim 2, wherein the first commodity comprises a first service, and the second commodity comprises a second service.

22. (New) The personal information utilization program of claim 7, wherein the first commodity comprises a first service, and the second commodity comprises a second service.